G-Cloud 14 Service Definition

Business Case Development Services

May 2024

ABOUT US

We are a leading and independent digital business transformation partner, helping businesses to define their tomorrow, today.

With a focus on customer experience (CX) excellence and enterprise technology, we help organisations across various industries and public services to drive growth, efficiency, and innovation for the future.

Key Foundations

Expertise

We boast a team of seasoned professionals with extensive experience in digital transformation, CX strategy, enterprise technology implementation, and change management.

Services

Our services are designed to guide organisations through every stage of their digital transformation journey. From strategy and planning to technology implementation and ongoing support, we provide tailored solutions to meet the unique needs of each client.

Approach

We are committed to delivering exceptional value to our clients. By taking a client-centric approach, we collaborate closely with organizations to understand their goals, challenges, and opportunities, ensuring that the solutions provided align with their business objectives and exceed their customer's expectations.

Outcomes

We are dedicated to delivering measurable results. Whether it's improving operational efficiency, enhancing customer satisfaction, or driving revenue growth, we work tirelessly to help clients achieve their desired outcomes and realise the full potential of their digital investments.

transform CX

Be the catalyst for **transformative change***, pioneering the way forward for businesses, citizens and society by leveraging cutting-edge technology and innovative strategies to define* **future business models, drive growth and create lasting impact***.*

transform CX

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ABOUT US

Core values

Innovation

We embrace creativity, curiosity, and continuous learning, fostering a culture of innovation where new ideas are encouraged, and bold solutions are embraced.

Collaboration

We believe in the power of collaboration and teamwork, recognizing that diverse perspectives and collective effort drive innovation and success.

Customer centricity

We prioritize the needs and preferences of our customers above all else, striving to deliver exceptional value and exceed expectations in every interaction

Integrity

We conduct ourselves with honesty, transparency, and ethical integrity in all aspects of our work, building trust and credibility with our clients, partners, and colleagues.
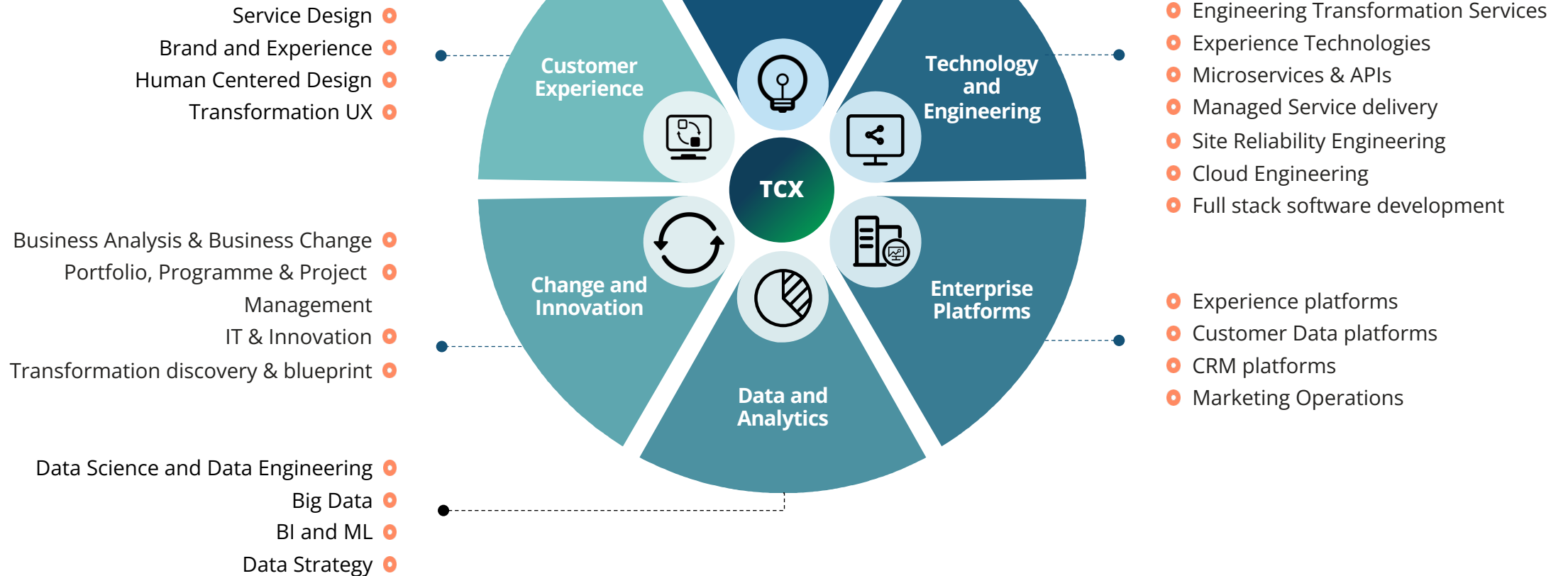
Accountability

We hold ourselves accountable for our actions and outcomes, taking responsibility for our decisions and commitments and delivering on our promises.

What we do

Strategy and Consulting
- Management Consulting
- Transformation strategy
- Technology strategy
- Customer experience strategy
- Data and AI strategy

Customer Experience
- Service Design
- Brand and Experience
- Human Centered Design
- Transformation UX

Technology and Engineering
- Engineering Transformation Services
- Experience Technologies
- Microservices & APIs
- Managed Service delivery
- Site Reliability Engineering
- Cloud Engineering
- Full stack software development

Change and Innovation
- Business Analysis & Business Change
- Portfolio, Programme & Project Management
- IT & Innovation
- Transformation discovery & blueprint

Enterprise Platforms
- Experience platforms
- Customer Data platforms
- CRM platforms
- Marketing Operations

Data and Analytics
- Data Science and Data Engineering
- Big Data
- BI and ML
- Data Strategy

TCX

ABOUT US

Our Locations

Europe

167-169 Great Portland Street
5th Floor, London
W1W 5PF

Unit 6, Capital Business Park
Manor Way, Borehamwood
WD6 1GW

India

Block K, Building No. 10
Malviya Nagar
New Delhi - 110017

United States

Coming in 2024

SERVICE DEFINITION

Service Description

Our Business Case Development Services offer a structured approach to creating comprehensive business cases for initiatives within public sector organizations.

We collaborate with stakeholders to assess the viability, feasibility, and potential benefits of proposed projects or investments, providing evidence-based rationale for decision-making and resource allocation.

By developing robust business cases, we aim to articulate the value proposition, outline potential risks and rewards, and support the justification for funding and resource allocation.

SERVICE DEFINITION

What can it do for you?

Stakeholder Engagement: Engage with key stakeholders to understand their objectives, requirements, and expectations for the proposed initiative, ensuring alignment with organizational goals and priorities.

Public Sector Experience: Leveraging our experience in serving public sector organizations, we understand the unique challenges, regulatory requirements, and stakeholder dynamics associated with business case development in the public sector.

Market Analysis and Research: Conduct market analysis and research to assess market trends, competitive landscape, and potential opportunities or threats, providing insights into the external factors influencing the business case.

Financial Analysis and Modelling: Perform financial analysis and modelling to evaluate the financial viability of the proposed initiative, including cost-benefit analysis, return on investment (ROI) calculations, and sensitivity analysis.

Risk Assessment and Mitigation: Identify potential risks and uncertainties associated with the proposed initiative, conducting risk assessments, and developing mitigation strategies to address potential challenges and ensure project success.

Benefit Identification and Measurement: Identify and quantify the potential benefits of the proposed initiative, both tangible and intangible, and develop metrics and KPIs to measure and track progress towards achieving those benefits.

Strategic Alignment: Ensure alignment between the proposed initiative and organizational strategy, demonstrating how the initiative supports strategic objectives and contributes to the organization's mission and vision.

Regulatory and Compliance Considerations: Assess regulatory and compliance requirements relevant to the proposed initiative, ensuring that the business case accounts for any legal or regulatory constraints and requirements.

Alternative Analysis: Evaluate alternative options and scenarios for achieving the desired outcomes, conducting comparative analysis, and presenting a rationale for the chosen approach.

Presentation and Stakeholder Buy-In: Develop compelling business case documents and presentations to communicate the rationale, benefits, and risks of the proposed initiative to stakeholders, securing buy-in and support for the project.

SERVICE DEFINITION

Key Features

1. **Needs Assessment**: Collaborate with stakeholders to identify and understand the underlying business needs, challenges, and opportunities that the proposed project aims to address.
2. **Market Analysis**: Conduct a thorough analysis of the market landscape, including industry trends, competitor offerings, customer preferences, and market demand, to inform the business case.
3. **Cost-Benefit Analysis**: Evaluate the potential costs and benefits of the proposed project, including upfront investment, ongoing operational costs, revenue generation, cost savings, and intangible benefits.
4. **Return on Investment (ROI) Analysis**: Calculate the projected return on investment (ROI) of the proposed project, comparing the expected benefits to the costs incurred over a defined period.
5. **Risk Assessment**: Identify and assess potential risks and uncertainties associated with the project, including technical, operational, financial, and market risks, and develop mitigation strategies.
6. **Strategic Alignment**: Ensure alignment between the proposed project and the organization's strategic objectives, goals, and priorities, demonstrating how the project contributes to overall business success.
7. **Business Model Canvas**: Utilize the Business Model Canvas framework to visualize and analyse key components of the business case, including value proposition, revenue streams, cost structure, and customer segments.
8. **Stakeholder Analysis**: Identify and analyse key stakeholders who will be impacted by the project, assessing their interests, influence, and potential support or resistance.
9. **Alternative Solutions Evaluation**: Evaluate alternative solutions or approaches to addressing the business needs, comparing their advantages, disadvantages, and feasibility.
10. **Assumptions and Constraints Identification**: Identify and document key assumptions and constraints underlying the business case, including market conditions, resource availability, and regulatory requirements.
11. **Scenario Planning**: Develop multiple scenarios or projections for the project outcomes, considering different assumptions, risks, and external factors, to inform decision-making under uncertainty.
12. **Financial Modelling**: Develop financial models and projections to estimate the financial impact of the project over time, including cash flow analysis, net present value (NPV), and internal rate of return (IRR).
13. **Business Case Documentation**: Document the business case in a clear and concise manner, outlining the rationale, objectives, benefits, costs, risks, and recommended course of action.
14. **Presentation and Communication**: Prepare compelling presentations and communication materials to effectively convey the business case to stakeholders, executives, and decision-makers, addressing their concerns and questions.
15. **Approval and Governance Process**: Define the approval process and governance structure for the business case, including review and decision-making criteria, roles and responsibilities, and escalation procedures.

SERVICE DEFINITION

Key Benefits

1. **Strategic Alignment**: Develop business cases that align with the strategic objectives and priorities of government agencies, ensuring that proposed initiatives support organizational goals and missions.

2. **Informed Decision-Making**: Provide decision-makers within government agencies with comprehensive business cases that include thorough analysis, cost-benefit assessments, and risk evaluations, enabling informed decision-making and prioritization of projects.

3. **Resource Allocation**: Facilitate resource allocation and budgeting decisions within government agencies by outlining the expected costs, benefits, and return on investment (ROI) of proposed initiatives in the business case.

4. **Stakeholder Engagement**: Engage stakeholders and key decision-makers within government agencies throughout the business case development process to gather input, validate assumptions, and build consensus, ensuring alignment and support for proposed initiatives.

5. **Risk Management**: Identify and mitigate risks associated with proposed initiatives through proactive risk assessment and planning within the business case, minimizing the likelihood of project delays, cost overruns, and failures.

6. **Performance Measurement**: Establish key performance indicators (KPIs) and metrics within the business case to measure the success and impact of proposed initiatives, enabling ongoing monitoring, evaluation, and optimization.

7. **Regulatory Compliance**: Ensure compliance with regulatory requirements and funding guidelines within government agencies by addressing regulatory considerations and compliance obligations within the business case.

8. **ROI Analysis**: Conduct thorough cost-benefit analysis and ROI calculations within the business case to demonstrate the potential financial benefits and value proposition of proposed initiatives to government agencies.

9. **Strategic Communication**: Develop compelling narratives and persuasive arguments within the business case to communicate the value and urgency of proposed initiatives to stakeholders, decision-makers, and funding bodies within government agencies.

10. **Continuous Improvement**: Foster a culture of continuous improvement within government agencies by incorporating feedback and lessons learned from business case development processes into future initiatives, ensuring ongoing refinement and enhancement of decision-making processes.

Social Value

Social Responsibility

We recognise our responsibility to society and strive to make a positive impact through our business practices, philanthropic efforts, and advocacy for social causes that align with our values.

Diversity and Inclusion

We celebrate diversity and foster an inclusive environment where individuals of all backgrounds feel valued, respected, and empowered to contribute their unique perspectives.

Environment

We are committed to environmental stewardship and sustainability, minimizing our environmental footprint, conserving resources, and promoting eco-friendly practices in our operations.

Health and Well-being

We prioritise the health and well-being of our employees, clients, and communities, promoting a culture of wellness, work-life balance, and mental health awareness.

Digital Inclusion

We advocate for digital inclusion and accessibility, working to bridge the digital divide and ensure that everyone has equal access to technology, information, and opportunities in the digital age.

Skill Development

We invest in education and skill development initiatives to empower individuals with the knowledge, tools, and opportunities they need to succeed in the digital economy and beyond.

Selection of our clients

transform CX

Department for Work & Pensions

DIAGEO

HSBC

JOHNNIE WALKER.

VISA®

GUINNESS

ZING

aetna™

Batteries Plus+
Power it. Light it. Fix it.

ABOUT US

Experience of our core team
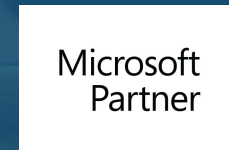
THANK YOU

Contact Details

For this service, please contact our Public Services team on gov@transformcx.co.uk

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Microsoft Partner